

What is claimed is:

1. An organic electroluminescent display comprising:
a transparent substrate having an inner surface and an
outer surface;
a transparent electrode disposed on the inner surface of
the transparent substrate;
an organic EL layer disposed on the transparent
electrode;
a back electrode disposed on the organic EL layer; and
a half mirror disposed on the outer surface of the
transparent substrate.

2. The organic electroluminescent display according to
claim 1, wherein the half mirror is formed of a thin metal
film prepared by vapor deposition or sputtering on a surface
of a transparent plate for protecting the organic
electroluminescent display.

3. The organic electroluminescent display according to
claim 1, wherein the half mirror is formed of a transparent
resin film having a thin metal film, the transparent resin
film attached to a transparent plate for protecting the
organic electroluminescent display.

4. The organic electroluminescent display according to

claim 1, wherein a perpendicular distance from a surface of the organic luminescent layer to the half mirror is equal to or larger than a dot pitch of the display.

5. The organic electroluminescent display according to claim 2, wherein a perpendicular distance from a surface of the organic luminescent layer to the half mirror is equal to or larger than a dot pitch of the display.

6. The organic electroluminescent display according to claim 3, wherein a perpendicular distance from a surface of the organic luminescent layer to the half mirror is equal to or larger than a dot pitch of the display.